

IN THE CLAIMS

Please amend the claims as follows:

Claim 1 (Currently Amended): An information provision method characterized by comprising the steps of:

searching sequentially storing associated information from a database storing a plurality of associated information concerning an on-air program broadcasted by a broadcasting station; in storage means and

accepting an acquisition request for the associated information from a broadcast receiver to receive a broadcast signal for the program;

setting reading the associated information stored in the database storage means in accordance with timing of accepting the acquisition request as transmitted information; and

transmitting the associated information to the broadcast receiver; and

when the on-air program changes to a next program, resetting updating the transmitted associated information as associated information of the next program which should be read from the storage means for transmission.

Claim 2 (Currently Amended): The information provision method according to claim 1, wherein characterized in that when the on-air program changes to a next program, the resetting update step removes the transmitted associated information which was transmitted at the associated information transmission step until the program changes to the next program.

Claim 3 (Currently Amended): The information provision method according to claim 1, wherein characterized in that the resetting update step changes the transmitted associated

information transmitted until changeover to the next program to associated information concerning the next program.

Claim 4 (Currently Amended): The information provision method according to claim 1, ~~wherein characterized in that at the accepting acquisition request acceptance step, a server to provide the associated information receives request information which requests the associated information and a service session ID equivalent to a session ID associated with the associated information provision server transmitted from the broadcast receiver;~~

the associated information provision server performs an authentication process based on the service session ID and, when an authentication error occurs, transmits information indicating the authentication error and service identification information for identifying the associated information provision server to the broadcast receiver;

an authentication server receives authentication ticket issuance request information which requests to issue an authentication ticket for access to the associated information provision server as well as an authentication session ID equivalent to a session ID associated with the authentication server from the broadcast receiver;

the authentication server authenticates the authentication session ID, when granting an authentication, issues an authentication ticket, and transmits the issued authentication ticket to the broadcast receiver;

the associated information provision server receives the authentication ticket transmitted from the broadcast receiver and transmits the received authentication ticket to the authentication server;

the authentication server, when authenticating the received authentication ticket to be valid, transmits information indicating authentication permission to the associated information provision server;

the associated information provision server receives the information indicating authentication permission, issues a service session ID as a session ID associated with the broadcast receiver, and transmits the issued service session ID to the broadcast receiver;

at the transmitting associated information transmission step, the associated information provision server receives request information to request the associated information as well as the service session ID from the broadcast receiver; and

the associated information provision server performs an authentication process using the service session ID and, when granting an authentication, transmits associated information corresponding to the request information to the broadcast receiver.

Claim 5 (Currently Amended): The information provision method according to claim 1, wherein characterized in that the associated information concerning a production which differs from the on-air program and is broadcast in the program is sequentially stored in the database storage means the moment that the production starts being broadcast; and

the resetting changes update step updates the associated information transmitted at the transmitting associated information transmission step to transmitted associated information concerning the new production when the moment that a next new production starts being broadcast.

Claim 6 (Currently Amended): The information provision method according to claim 5, wherein characterized in that when the on-air program changes to a next program, the resetting update step removes the transmitted associated information concerning the production which was transmitted at the transmitting associated information transmission step until the program changes to the next program.

Claim 7 (Currently Amended): The information provision method according to claim 5, wherein characterized in that the resetting update step changes the transmitted associated information concerning the production transmitted until changeover to the next program to associated information concerning the new production.

Claim 8 (Currently Amended): An information provision apparatus characterized by comprising:

a database configured to store a plurality of storage means for sequentially storing associated information concerning an on-air program broadcasted by a broadcasting station;

a searching unit configured to search the database for associated information concerning the on-air program broadcasted by the broadcasting station;

an acceptance unit configured to accept acquisition request acceptance means for accepting an acquisition request for the associated information from a broadcast receiver to receive a broadcast signal for the program;

a transmitter configured to read associated information transmission means for reading the associated information stored in the database storage means synchronously with timing to accept the acquisition request by the acceptance unit as transmitted information request acceptance means and to transmit transmitting the associated information to the broadcast receiver; and

a resetting unit configured to reset update means for, when the on-air program changes to a next program, updating the transmitted associated information which should be read from the database storage means for transmission when the on-air program changes to a next program.

Claim 9 (Currently Amended): The information provision apparatus according to claim 8, wherein characterized in that: when the on-air program changes to a next program, the resetting unit update means removes the transmitted associated information which was transmitted by the associated information transmission means until the program changes to the next program.

Claim 10 (Currently Amended): The information provision apparatus according to claim 8, wherein characterized in that the resetting unit is configured to change update step changes the transmitted associated information transmitted until changeover to the next program to associated information concerning the next program.

Claim 11 (Currently Amended): The information provision apparatus according to claim 8, the database is configured to store characterized in that the storage means sequentially stores the associated information concerning a production which differs from the on-air program and is broadcast in the program the moment that the production starts being broadcast; and

the resetting unit is configured to change update means updates the transmitted associated information transmitted by the associated information transmission means to associated information concerning the new production when the moment that a next new production starts being broadcast.

Claim 12 (Currently Amended): The information provision apparatus according to claim 8, wherein characterized in that: when the on-air program changes to a next program, the resetting unit update means removes the transmitted associated information concerning

the production which was transmitted by the associated information transmission means until the program changes to the next program.

Claim 13 (Currently Amended): An information provision program allowing an information processing apparatus to perform the steps of:

searching sequentially storing associated information from a database storing a plurality of associated information concerning an on-air program broadcasted by a broadcasting station in the storage means;

accepting an acquisition request for the associated information from a broadcast receiver to receive a broadcast signal for the program;

setting reading the associated information stored in the database storage means synchronously with timing to accept the acquisition request as transmitted information; and transmitting the associated information to the broadcast receiver; and when the on-air program changes to a next program, resetting updating the transmitted associated information as associated information of the next program which should be read from the storage means for transmission.

Claim 14 (Currently Amended): The information provision program according to claim 13, wherein characterized in that when the on-air program changes to a next program, the resetting update step removes the transmitted associated information which was transmitted at the associated information transmission step until the program changes to the next program.

Claim 15 (Currently Amended): The information provision program according to claim 13, wherein characterized in that the resetting update step changes the transmitted

associated information ~~transmitted~~ until changeover to the next program to associated information concerning the next program.

Claim 16 (Currently Amended): The information provision program according to claim 13, wherein characterized in that the database storage step sequentially stores the associated information concerning a production which differs from the on-air program and is broadcast in the program ~~the moment that the production starts being broadcast; and~~

~~the resetting changes update step updates the transmitted associated information transmitted at the associated information transmission step to associated information concerning the new production when the moment that a next new production starts being broadcast.~~

Claim 17 (Currently Amended): The information provision program according to claim 13, wherein characterized in that when the on-air program changes to a next program, the resetting update step removes the transmitted associated information concerning the production which was transmitted at the transmitting associated information transmission step until the program changes to the next program.